CITY DADS

GENERAL ROUTINE OF BUSINESS DISPOSED OF.

ance to be brought before the coun- & Chamber of Commerce. cil last evening, but the aldermen + All owners of autos are re. + found enough to do to keep them + quested to be at the corner of + in session the usual time.

that he had been requested to bring + chines for the purpose of a pic. + the Carnegie library matter before + ture. Ladies are especially invit. + the council, Mayor Chapman and a + ed to be present. This picture + number of the aldermen expressed + will embrace all four of the cor. + themselves as being heartily in fa- + ner buildings. It will be worth + vor of securing the gift, but not be- + your while to see this machine + ing certain just what steps must be + work. W. S. MORRISON, ... taken, referred the matter to the + Chm. Adv. Com. Chamber of + city attorney with orders to report at next meeting.

A letter was read from Bosirus & Levy concerning their claim for excavating 1,800 yards of dirt for grading the streets for paving. This brought out so. discussion. It seems that these contractors removed considerable dirt in various places which ted without discussion. they sold and that when they reachthey found that they must have more had to buy it. They claim, however, that it was all due to a miscalculation compel payment of the bill. After discussing it the council referred the matter to the city attorney for a legal opinion.

It being found that the city is in need of the room in the city hall at present occupied by a store, the cus- DISTRICT COURT WILL todians of the hall were instructed to secure possession at the earliest practicable date.

It was brought to the attention of the council that the arc light ordered installed on Main street between the Frisco and O. C. had not yet been installed. It was stated that the Frisco had expressed a willingness to do its part any time the O. C. was ready hurry. During the discussion it developed that the city had been in controversy with the Katy for the past four years, having ordered the railroad to place lights at the Main and 9th street crossings. The road has ed to do so.

before the council Mr. Wymore men- ed, but some members of the tribe All other pertioned the fact that there had been still are clamoring for an election, sonal property a number of requests for additional Lieut. Stecker, it is understood, wants State banks lights from people living in sections the Indians to agree upon a head for Natl, banks where no lights have yet been plac- their tribes through whom he may ed. The light committee was instruct- notify the Indians of departmental ed to confer with Manager Bowman orders and favors Ahpeatone, chief of of the light company relative to the the Kiowas, for the position. cost of installing and maintaining a number of tungsten lights in certain localities instead of arc lights.

that an examination of the books of to attend the normal.

WRITING

LETTERS

KEEPING

THEM

+ AUTO OWNERS, ATTENTION. + + We have secured the services + ULIA

+ of D. Mapes, of Texas, with his + + big panorama circuit to make + some views of the town. Will + make a bird's eye view of the & town from the water tower, and + + other places, and including some + + street scenes. These pictures + + will be used in the advertising + There was no business of import- + literature being prepared by the +

+ Main and Broadway tomorrow + After roll call W. B. Jones stated + afternoon at 1:30 with their ma- +

Commerce.

ex-Treasurer Snead had been examined and found correct and recommended that the bonding company be released from further liability on his bond. The recommendation was adop-

Mr. Wymore called attention to the ed a point near the bottling works fact that the consulting engineers had altered the plans of the pipe line dirt than was at hand, and that they and have ordered twenty-two bends of angles of 22 1-2 degrees, instead of eight as was originally planned of the city engineer, who had figured for, and asked for information conthat they had enough. In the letter cerning the additional friction thereread at the meeting a mandamus suit by created and the additional preswas threatened against the city to sure necessary to overcome it. A general discussion followed in which in developed that several members o the council were not altogether pleased with some changes made.

The local bar and Judge McKeowi have arranged the docket for the con ing term of district court, which wil convene July 3. The first week wil be devoted to non-jury cases. The criminal docket will be taken up tax sale ctfs but that the latter seemed in no Monday, July 10, and on Sept. 11th Stocks, bonds etc the civil docket proper will be taken Bonds and up by the court.

Comanches May Elect New Chief.

Lawton, Okla., June 20 .- With the never done this, the light at the Main prospect in view that an intertribal furniture of street crossing having finally been chief will be selected to succeed Eating houses placed by the city itself. It was stat- Quanah Parker, former head of the and hotels ed that under the Arkansas law un- Kiowa, Comanche and affiliated tribes Billiard and der which the council was working and probably a chief of the Co-pool tables when the ordinance was first passed, manches as well, the sub-chiefs and Elevators on it was doubtful if the road could be leading men of the Comanche Indians R. R. land made to comply, but that under the have been called together Friday of Wagon scales Oklahoma law the city attorney was this week by Lieut. Ernest Stecker, Dogs ... 197 of the opinion that it could be forc- Indian agent. It was announced im- Annuities mediately following the death of & royalties While the subject of lights was Parker, that no chief would be elect- Nursery stock

Misses Chloe Guin and Tennie Galyean, two popular teachers of The finance committee reported Francis, arrived yesterday afternoon

You have letters which you treasure and keep. At least

some of the letters you write

will be kept a lifetime, maybe

longer, perhaps read by fu-

Wouldn't you like to have

such letters on good station-

going to be kept, but the cost

of good stationery at our store

is so low that there is no extra

expense in having every letter you send out such that

you need not be ashamed for

any one to keep or show in the years to come.

You cannot tell now which letters you write are

ture generations.

OF WHAT TAXABLE PROPERTY OF PONTOTOC COUNTY CON-

	SIS			COM-
	No.	Av.	Val.	Tot. Val
H	Horses\$ 7,765			
	Mules and			
1	Asses . 4,120		89.00	366,839
10	Cattle 22,337		15.35	342,87
18	Sheep and			
1	Sheep and goats 743		1.82	1,35
15	Swine13,309		5.30	70,61
	Agri. tools			
	and imple.			59,84
	Threshing Ma-			
1	& Eng. 19		252.10	4,79
1	Wagons 2,923		24.70	72,56
1	Carriages &			
1	vehicles 992		31.00	30,71
1	Bicycles &			
	Matan			
1	cycles 36		15,00	54
1	Autos 7		476.42	3,33
1	Grain on			
1	hand37,865		.37	14,09
	Household			
1	furniture, etc			319,44
	Watches &			
3	clocks 1,171		10.51	
1	Pianos 330		146.60	48,3
1	Organs and			
-	other in-			
	struments 556		24.45	13,5
-	Gold and Sil-			
	ver plate			
n	Diamonds &			
f	jewelry			6,3
r	Office furni-			
	ture & fix-			
	tures of opera			
	house and amuse	-		
	ment halls			7,0
	Typewriters,			
ł	law libraries			
	etc.			10,2
	Money			174,5
	Credits &			
n	Accounts			61,4
11	Mortgages &			
11				127,8
ie	Judgment &			Market 2
p	tax sale ctfs			3,

warrants 273,389 Merchandise Capital in manufactures Stocks and 200

94,845 140,115 224,994

Total\$3,217,53 Real Estate. Land (ac.) 2333,594 11.32 mm Land-Acres, 233,594; average value

\$11.32; total value, \$2,645,335. City and town lots-12,704; averge value \$185.67; total value \$2,358,714. Total \$8,221,582.

LAFOLLETTE IN PRESIDENTIAL RACE

Washington, June 20.-Senator Robert M. LaFollette of Wisconsin, dent Taft for the republican presidential nomination.

every state in the union are working for La Follette delegates.

"Taft and sure defeat, or La Follette and a chance to win" is the battle cry of the La Follette forces. La Christ." Follette's friends assert that the Wisnearly one-third of the delegates to ing practical.

the republican delegation. Let us see if it is: In five states of Johnston county Saturday night.

the union-Oregon, Nevada, Wisconsin, Nebraska and New Jersey-the people of both parties will have a chance to vote for their preference for presidential candidate.

Oregon will be the first state to vote on the matter. All reports from Oregon indicate that La Follette will beat Taft three to one. And anyone who believes insurgency is limited to Oregon is mistaken. It exists in every state in the union.

Wisconsin is the first state to officially start the La Foliette for president movement. At a meeting of three hundred progressive republicans at Madison, Wisconsin, June 13, the Wisconsin branch of the National Progressive Republican League was organized and went on record for La Follette for president. An executive committee was named to begin active work of organization.

Letters and telegrams were read from W. S. Uren of Oregon, Moses B. Clapp of Minnesota, Johnathan Bourne of Oregon, and many others, approving La Follette for president.

An inspired statement to the effect that President Taft would have the support of the progressive republican senators was recently sent out from Washington and printed in news papers all over the country. This article, which originated close to the white house was a clever trick of the re-actionaries to strengthen Taft.

There was no truth to the report. All of the senate progressive republicans are opposed to a re-nomination of Taft, save one, Kenyon, of Iowa, and when he is made familiar with the sentiment of the people who are his real friends in Iowa, there is reason to believe he will feel that he is honor bound to remain progressive and stand for progressive principles.

United republican support for Taft is myth. La Follette will give him a real La Follette fight for the nomination.

MORE TROUBLE IN PROSPECT AT PORUM

Muskogee, Okla., June 20 .- The little town of Porum, the scene of the Davis Starr feud, is again in an uproar and men armed with rifles and shot guns are patroling the streets 45,294 and guarding the farms of Bob Davis and Pony Starr. Following the firing of more than fifty shots Friday night at Bud Robertson an important witness against Starr and 409,272 Davis, which is declared to have been an attempt to assassinate him, practically every man in the town has armed himself.

> The cause for the shots being fired s not determined, but the Davis-Starr

Furniture Wholesale and Retail SMITH Factory Ageut

203-5 W. Main St.

faction stoutly assert that their friends did not perpetrate the deed, person to be arrested, and furnish of the best in that neighborhood of charging that the guns were fired by the evidence to the county attorney good houses. Robertson's friends to create public for prosecution of the offending persentiment in their favor.

when the shots were fired. He ran such inquiries. into the house and escaped unhurt. It has been urged by fire insur-The town however, is in an uproar ance companies, and the state defeeling between the opposing factions investigations of fires, and the reducin Porum is at a high tension.

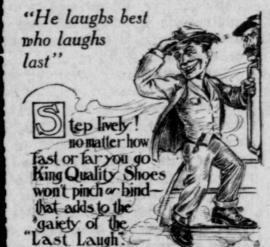
The Gospel Tent on 16th Street.

services being conducted at the gos- sheriffs, to examine buildings which pen tent corner 16 and Ash by Le- are reported as especially hazardous the father of all present day insur- roy M. Anderson. The subject last to adjoining property, or containing gents is in the field against Presi- night was "Two Men in One." being combustible or explosive material, or the story of what sin does for a being in a highly inflammable con-The word has quietly gone out to man. Sin was depicted as the most edied within a reasonable length of all parts of the country and progres- terrible enemy a man has, the best time. If such order is made by the sive republican leaders in practically friend a man has is the one who mayor, sheriff or fire chief, and the to a better life.

consin fighter is already assured of The singing is lively and the preach-

sertion when the strong anti-Taft sen- from a trip through the counties of one-fourth of one per cent on the timent existing in all parts of the his district to the south, reports that gross premiums levied against fire incountry is taken into consideration. there was only a small shower in surance companies, which tax is to be

Stand In With Your Feet



Give them the comfort and protection of a pair of King Quality Shoes. Our \$3.45 Tan Oxfords now \$2.98

We can sell you a good work shoe from \$1.98

Shoes and Oxfords for Ladies, girls and boys, a tried and warranted line that you will be pleased with.

Yes, we have Hammocks and the prices are right.

Special Ribbon Sale

A beautiful line of Fancy Ribbons, worth in the regular

Dress Goods-Good assortment of exclusive patterns in Lawns, Ginghams, Brown Linens, etc., from 5c, 7c, 9c, 112c to 19c a yard.

Window Shades—A special lot for 23c.

We are trying to save you money, come and see us whether you buy or not.



S. M. SHAW, Prop.

DUTIES OF STATE

the business of the state fire marsbal meets. Chiefs of fire departments and whose office was created by the Third Legislature, and the chiefs of fire departments, to investigate the circumstances surrounding every fire the funds appropriated for the ofas to whether such fire was the re- fice. sult of carelessness or design. In cities where there are no fire departments, this must be done by the mayors, or the sheriffs of the counties. Report of every fire is supposed to be made to the state department, and there filed for reference. Fire marshal Hammonds, recently appointed by Governor Cruce, has opened an office here, and is gathering information regarding conflagrations which have occurred since the law became effective, June 9.

When circumstances of a fire indicate it was by design or carelessness, the Fire Marshal will make an official inquiry and take the testimony of witnesses in writing, and if he shall be of the opinion that there is evidence sufficient to charge any person with the crime of arson, of Geo. Frierson's brick residence at or with the attempt to commit ar- the corner of 17th and Townsend is son, or of conspiracy to defraud, or criminal conduct in connection with short time until it is completed. such fire, he is directed to cause such When finished the house will be one son. The fire marshal is clothed with Robertson was sitting on his porch judicial powers for the purposes of

and a general pitched battle may oc- partment of insurance, that the ofcur at any time. The families of both fice of Fire Marshal results in lower-Davis and Starr are in Muskogee, but ing rates of insurance, in that rigid tion of hazards, reduces the liability of the companies. A step in this direction is authority conferred upon the fire marshal as well as the may-Large audiences are attending the ors, chiefs of fire departments and man and what Christ can do for a dition, and require the condition remcan stir our conscience and lead us owner of the property feels aggrieved he may appeal to the state fire mar-Tonight the subject will be "The shal, and if the complaint is sus-Plea of a Leper and the Touch of tained by the latter, the order shall stand. Failure to comply with the or-Everything is comfortable and cool. der means a fine of from \$10 to \$50 per day, enforcible as is any other penalty before a justice of the peace.

Expenses of the state fire marshal's And this is not an extravagant as- Dr. Ligon, who has just returned department are covered by a tax of collected by the state insurance com-

missioner in the month of February. as are other insurance taxes. The law did not become effective until June. consequently there was collected no tax last February, thus compelling the department to continue on a de-Oklahoma City, Ok., June 20.-It is ficiency until the next legislature mayors who do not receive compensation as such officials will receive 50c per fire for reporting to the state fire marshal payable annually out of

Democrats Dodge Pension Legislation

Washington, June 19 .- The democrats of the house today decided to adjourn rather than take up legislation outside of that which the party had decided in caucus should be considered at this session. An effort was made when the house met to bring up a pension bill introduced by Representative Anderson of Ohio, which would add \$45,000,000 to the present pension roll.

The democrats were unwilling to consider the measure and forced adjournment by a strict party vote.

The brick work on the first story about completed and it will be only a

We Announce

THE ARRIVAL

of a complete assortment of seasonable Toilet Preparations of

Richard Hudnut

Violet Sec Toilet Water, 75c, \$1.40 Marvelous cold cream

25c, 50c, \$1.00 Violet Sec face powder Dentaluxe tooth paste Dentaluxe tooth powder Milk of cucumber and orris \$1.00

Creme Sec

25e

Ramsey Drug Co

Gwin @ Mays Drug Co. The Rexall Store

Eaton, Crane & Pike's Fine Stationery.

Gold Lan Monogram Paper 60c Per Box.

The Ada News.

By the News Publishing and Printing Co. OFFICE: Weaver-Masonic Block, Corner 12th and Broadway Streets Evening Edition, except Sunday Weekly Publication, Thursday OTIS B. WEAVER - - President

MOLLIE JERNIGAN - Sec-Treas. BYRON NORRELL - - Editor A. B. YEAGER, Business Manager A Designated State Printery. Official Paper Pontotoc County and

the City of Ada. It is legal when in the News.

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Three Months 25c Entered at the Post Office at Ada as Second Class Matter.

Phone, Business Office, No. 4. Editorial Office, No.....

Any erroneous reflection on the character, standing or reputation of any person, firm or corporation which may appear in the columns of The News will be gladly corrected upon its being brought to the attention of the management.

Obituaries and Resolutions of Respect of less than 100 words will be published free. For all matter in excess of 100 words a charge of one cent per word will be made. Count your words and remit with manu-



CHEROKEE ASSISTANT

editorial chair in the office of Col- join the democrats in an attempt to lier's Weekly is the road traveled by lower the duties on all manufactured John M. Oskison, a Cherokee Indian products. citizen, whose father was one of the pioneer cattlemen of the Indian Ter- out of the system of protective tar-

graduated in turn from Leland Stan- free market while his purchases conford University and Harvard. He en- tinue to be protected, there are many tered the writing game by winning a good protectionists in the republi-\$250 prize from the Century Maga- can ranks here who will vote to have zine for the best short story. Later the duties pulled down on iron and ment walks. Employ only capaple he became a reporter and an editor- steel chemicals, cotton and many men. Estimates on short notice Post. He became an editorial writer for Collier's in 1907.

agencies. He fired broadsides into the ject. flock of get-rich-quick promoters that

hay prairies-know him no more. - etts have joined hands in a new New State Tribune.

After Telephone Companies. Corporation Commissioner George

A. Henshaw is preparing a proposed tigation of the books of the Pioneer tracts attention.

Condensed Statement showing the condition of the

Oklahoma State Bank

OF ADA, OKLAHOMA,

at the close of business, June 7th, 1911

RESOURCES.

CASH and EXCHANGE - 55,924.72

LIABILITIES.

Loans and Discounts

Bank Bldg., Furniture, Fixtures

Overdrafts

Warrants

Total

Capital Stock

DEPOSITS

Total

Undivided Profits

The above statement is correct.

Telephone company in this city is said to have shown that some orders of that sort had been in since May

Separate School Question.

Guthrie, Ok., June 19.-Maintenance of separate or negro schools constitutes a charge upon the county, in the opinion of District Judge Huston, who, in an oral decision today, took a position opposite to that of Assistant Attorney General Reeves who declared that such expenses should be paid by the respective school districts. The finding of the district judge was that the old territorial law providing that the maintenance of separate schools should be paid for out of the county funds and not the school district funds, has not been repealed by the constitution or any statute.

The constitution requires that there shall be separate schools, but does not undertake to specify how they shall be paid for, except that they are classed as public schools. In the case of white schools, there are statutes making it the duty of the respective district boards to pay for the schools, but the Court holds no such provision has been found covering separate schools. In the absence of contrary provisions, the territorial statute is held good.

The county was given three days to appeal.

REPUBLICAN SPLIT

OVER RECIPROCITY

Washington, June 19.—Republican opposition to the Canadian reciprocity bill in the senate reached the stage of open revolt Monday. Led by Senator Dixon of Montana, who again failed in his demand for explanation or speech in favor of the bill from some of the republicans leaders who championed the measure, the republi-EDITOR OF "COLLIERS" can opponents declared that if the From the back of a cow pony to an bill passed, many republicans would

"When the cornerstone is pulled iff," said Senator Dixon, "when the Oskison left Vinita in 1894 and farmers products are thrown into a

To Open Whole Question.

Other northwestern republicans sig-He wrote two of the "Senate Un- nified by their approval of the Mondesirables" for Collier's-Long of Kan tana senator's words that the passas was one-and a series of articles sage of the reciprocity bill, which it about the loan sharks, that helped is admitted will have a majority of to start the Russell Sage Foundation the votes in the senate, will be aton the job of driving them out of tended with a fight that threatens to business by establishing good loan throw open the whole tariff sub-

"We want to make one killing," roost in New York, and as one re- declared Senator Crawford of South sult Collier's has established a de- Dakota. "We find the senators from partment called "The Average Man's Pennsylvania, New York, Connecticut, Money," the writing and editing of Massachusetts and Maine states that which is Oskison's principal employ- have always reaped the greatest harment. Now and then he gets time to vest of protection, advocating this write a short story, and more hapmeasure that proposes to put on the GIVES pily than in the earlier days, finds a free list every single article raised in the northwest. I want to deal with But the land of the Cherokees-the this matter in its entirety. If Penn-Spavinaw, the "flint hills" and the sylvania, Mississippi and Massachuspolitical propaganda it is time for the rest of the country to strike out States Senator Luke Lea of Tennes-

You who are not acquainted with his blood at Georgetown Hospital yesorder which would require all tele- our work should not let the opporphone companies to change telephones tunity pass to call upon us for prices where subscribers have changed their and have your work done by a shop been abandoned, is practically assuraddresses within forty-eight hours which has the equipment, ability and after the order for he change has workmen who are capable of giving tion lies near the bedside of his been given to the company. An inves- a tone to your printing which at-

\$103,106.21

8,000.00

5,948.44

\$173,698.57

\$ 25,000.00

- 6,218.28

\$173,698.57

141,480.29

W. D. HAYS, Cashier

1,000.00

Gives Color, Lustre to Faded and Gray Hair—Dandruff Quickly Removed.

From time immemorial, sage and sulphur have been used for the hair and scalp. Almost everyone knows of the value of such a combination for darkening the hair, for curing dandruff and falling hair, and for making the hair

In olden times the only way to get a hair tonic of this sort was to brew it in the home fireplace, a method which was troublesome and not always satisfactory. Nowadays almost every up-to-date druggist can supply his patrons with a readyto-use product, skillfully compounded in perfectly equipped laboratories. The Wyeth Chemical Company of New York put up an ideal remedy of this sort, called Wyeth's Sage and Sulphur Hair Remedy, and authorize druggists to sell it under guarantee that the money will be refunded if it fails to do exactly as represented.

This preparation is offered to the public at fifty cents a bottle, and is recommended and sold by all druggists. GWIN & MAYS DRUG CO.

Dressmaking

On account of between seasons will do sewing at reduced prices. Satisfaction guaranteed. Phone Mrs. George

PONTOTOC COUNTY ABSTRACT COMPANY (Inc.)

Make Abstracts of Title to all lands and all town lots in Pontotoc Coun. ty. Service prompt and satisfactory Reference any bank in Pontotos county. Call and see us, or phone 133 C. T. ANGEL, Sec'y.-Treas.

G. MILLER

General Contractor and Builder

Contracts all kinds of building. Thorough in cement construction and reinforcement. A practical brick layer, with a proficient knowledge of building. Plastering, concrete and brick foundawithout charge. Call me up. Phone 279.

Loans

On improved city property or to build. Farm loans on best terms.

Oldest Abstract plant in county. Competent and experienced-prices reasonable, service prompt.

Fire insurance in best companies or

City and farm property for sale at

bargain prices and on liberal terms. Ada Title & Trust Co.

BLOOD TO

Washington, June 19 .- United see, to save the life of his stricken wife, heroically sacrificed a quart of terday, and tonight hope for Mrs. Leas recovery, which has almost

wife, recuperating his strength. Mrs. Lea's condition, serious for a time, became alarming yesterday, after an operation the day before. Her strength, because of lack of blood, was gone and vitality was fast ebbing away.

Senator Lea demanded that a transfusion operation be performed and prepared at once to submit to the or-

Attending physicians and surgeons made arrangements immediately, and the operation which followed was declared to have been successful.

Senator Lea withstood the operation well, though it left him so weakened that for hours he could not stand alone, but gratification over the revivifying effect it had on his wife was inexpressible. Surgeons assured him that without the sacrifice Mrs. Lea would have lived but a few hours.

Wife Still in Danger.

It will be two or three days before Mrs. Lea is altogether out of danger. At present her symptoms are favorable. It is expected Senator Lea will be able to leave his room in a few

When the heroic effort in Mrs. Lea's behalf became imperative and the transfusion operation was deter- "Just a card" is all you care formined upon, Senator Lea, athletic in stature, would not consent to anything but that a sacrifice of his own Wake up, man, and take a tor blood to renew her vanishing strength

THE RETAILER'S LIMITED POSSIBILITIES.

BY GEORGE S. BANTA, B. A. Many a retail business today is merely keeping the proprietor out of the poor house. He turns his stock of dry goods, or his groceries, or his hardware, once or twice in the course of the year. He pays for his goods after his customers have paid him for them. While he bought at a high price he sells at a very narrow margin of profit and as the years go by he finds that he is working himself out and gradually is getting together enough so that he may be able to live a few years, of his old age, without work-on what he has "laid up."

The whole difficulty with the modern retall business is in the small profits made. This must always be so because retailing is primarily a competitive business. No man can have a "snap" in it because others are always ready to step in, and, if his margin of profit on any particular goods looks tempting, promptly sell more cheaply.

The only way to get rich (of course we are all above such a base ambition) In the retail business today is to multiply sales. The profits, as pointed out, can never be great on individual sales and the whole secret of success must lie in buyiny at rock bottom prices and then making numerous sales so that in the aggregate the day's business will show something worth while. And this is the point where advertising comes in. Your competitor cannot reach your advertising because that is a part of your business personality. He may sell the identical goods that you keep, yet advertising enables you to reach and make many customers, who, but for the force applied in this way would never buy the article you sell at all or else would buy it of some one else.

Look at the wonderful advertising done by modern department stores. What seems often like lavish waste is spent on advertising little notions and articles which have only a very small profit in them for the merchant. Yet the department store man is one of the few retailers who is really making money today and If you took his advertising away from him you would deprive him of his Midas touch.

NEWSPAPER AS A SALESMAN

Modern Method of Shoppers Is to Scrutinize Advertising Before Leaving Home.

The majority of retail store customers, before starting out on shopping forays, study the newspaper advertising. This habit is a great time-saver. The shopper escapes fruitless visits

to many stores, and needless bothering of clerks, by learning in advance where she is likely to find what she wants. She gives very little attention to the places that fall to inform her as to their offerings. Many women, too, having become personally acquainted with the store people dislike to enter their places of business unless they feel fairly sure of buying. They avoid this embarrassment by learning in advance through the newspaper where they can probably supply their needs.

Thus it is that many sales are practically made before the buyer leaves her home. It has been proved over and over again, that the trade will pass stores with a main street location that fail to advertise, to hunt up poorly located shops on back streets that are well advertised. A merchant might as well close his shutters in business hours as to fail to meet his competitors in the field where they are doing the heart of their businessthe newspaper advertisement.

***************** The surest way to commit business suicide is to cut down expenses by cutting down your advertising. ********

Newspaper Advertising Best.

The latest organization of business men to discover that the newspaper is the greatest of all advertising mediums is the Ohio Retail Shoe Dealers' association. A Springfield, Ohio, dispatch, giving an account of the recent meeting of this organization, says, among other things:

"Newspaper advertising was declared to be the best trade-bringing medium for the trade in a resolution adopted by the Ohio Retail Shoe Dealers' association, which closed its annual convention here today.

"Many of the members stated that they had tried other forms of advertising, but that the results from newspapers overshadowed all other kinds."-Birmingham News.

Hidden, lonesome, and unread. Like the sign upon a tombstone Telling folks that you are dead. Bunch your hits and make a drive Run a page, and change your copy.

HOW MUCH Is a Regular Cus=

tomer Worth to Your Store?

Suppose you could BUY 100 additional REGULAR CUSTOMERS during the next week or two-customers who, for years and years to come, would make a MAJORITY of their purchases of goods in your line at YOUR STORE? What would each of these 100 customers be worth to you?

It is, we think, quite likely that if such an investment were possible, you'd eagerly pay TWICE AS MUCH as it would cost you to secure these 100 REGULAR CUSTOMERS through an advertising campaign big enough and aggressive enough to really make people ACQUAINTED with your store.

WHEN IT'S HOT AND

GETTIN' HOTTER you will find our cool, clean, sanitary soda service the most satisfying. Try our celebrated Egg Lemon-JONES DRUG CO.

GO TO THE COOL NORTH THIS SUMMER

Spend a few weeks at one of the hundreds of delightful spots in the Northern States, away from the heat, dust and work-sailing, fishing, canoeing, bathing, getting a new store of health and energy. It isn't far

VIA



ROUND TRIP SUMMER TOURIST EXCURSION FARES

will be in effect. Tickets on sale June 1st to September 30, 1911, final return limit October 31st, with privilege of stop-over at practically all points enroute.

"FRISCO CONVENIENT ROUTE"

Frisco trains carry electric lighted sleepers, modern chair cars and dining cars, serv ingtempting FRED HARVEY

For full information concerning rate route, etc., call on nearest FRISCO J. H. Webb agent, or address.

C. O. JACKSON, D. P. A. Frisco Lines Oklahoma City, -Oklahoma

J. H. KIRBY Has purchased one-half interest in the 12th street meat market. Terms: Cash and Weekly. Phone 254.

W. B. GAY

Phone 446 For The Motor Company

Autos Rented Supplies and Repairs Calls Answered Promptly

WILL TAKE YOU FOR A JOY RIDE

JIM BULLARD Drayage and Transfer

All orders taken care of promptly and carefully. Prices reasonable. I haul the largest loads and have equipment for heavy work.

Piano Moving A Specialty Phone 125

Ada School of Music

Piano, Violin, Mandolin and Guitar Prof. Carl Beck, Director. Studio: Holly-Rodke Bldg.

LEADING PROFESSIONAL MEN

ACCOUNTANTS. ROSCOE ARNOLD

Audits accounts. U. S. Government experience. Phoa 454.

DR. J. W. WIMBISH Physician Office with Drs. Ligon & King. Residence Phone 401. Office Phone 71.

J. R. CRAIG PHYSICIAN AND SURGEON Over Ada National Bank, Phone Nos.: Office 59; Res. 251.

Jno. P. Crawford Jas. W. Boles CRAWFORD & BOLEN Lawyers

At the front over Oklahoma State Bank, Ada, Okla.

. C. H. Ennis WEBB & ENNIS Lawyers Office of City Attorney at City Hall

> LIGON & KING, Physicians and Surgeons.

Office in First National Bank Bidg.

GRANGER & GRANGER DENTISTS. Phone No. 212. Residence Phone No. 253. Rooms 1 and 2, First Nat'l Buildie-

C. A. Galbraith Zeb B. Sanders
GALBRAITH SANDERS Over Oklahoma State Bank, Ada, Ok.

Drs. Faust & Hartman

Office and Hospital, Conn Building

Phone 80



Perfect in style, perfect in fitting and wearing qualities, these exceptional Oxfords, every season, lead all others.

good shoes in his footwear.

304tf Tel. office or phone 188.

PADITMIA

... THEATRE ...

High Class Pictures

Pathe's Great Feature Drama-

and pathetic love story, well worth

sert's Edge-An interesting and

Adults 10c

S. & A. Western Play-On the Des-

ADMISSION

A. B. Yeager left for Dallas last

C. F. Brashears of Francis has his

headway and will soon have it ready

When in need of a painter or pap-

er hanger, prices reasonable, work

guaranteed, call or phone No. 18. or

Mrs. I. J. Patterson and son, Hin-

Mrs. Worthington, returned to their

We use Lawrence Artesian water at

Dr. Chadwick and family left to-

day for a joy trip through southern

and western Oklahoma and Texas.

They expect to be gone the remaind-

FOR SALE-High grade piano, \$160

paid on it, for small cash payment

and assume notes of \$7 per month

This is a bargain. Address N care

A regular morning operation of the

bowels puts you in fine shape for the

our Soda Fountain. Pure and Fresh.

home at Beggs yesterday afternoon.

Dr. Helley's Drug Store.

Jones Drug Co.

er of the summer.

News.

Phone No. 4 for Printing.

Children 5c

Our line of American Gentleman Patent Leather Oxfords will appeal to all men who want a snappy, dressy shoe for Summer wear Let us show them to you today.

We also have a large line of Oxfords in all leathers, and on the latest and most popular lasts. Corkers, too, every one of them.

TELL YOUR NEIGHBOR

Surprise

The People Who Put the Price Down

CITY NEWS IN BRIEF

Smith Sells Furniture.

Jones sells drugs

Phone No. 4 for Printing.

Crude oil will kill weeds, flies,

chicken lice and mites. Sheriff Lem Mitchell is having an

See W. T. Tarkenton if you want a 41-dtm well drilled. Phone 309.

addition built to his residence.

Phone No. 4 for Printing.

The Scott Akers cottage in Hayes addition is rapidly nearing comple-

Say, that Shiner at the Crscent is 49dtf | Short Lived Happiness-A beautiful a "Shinin"

61dtf seeing. Jones he pays the freight.

More light than anyother store in

town. Light is better than darkness. thrilling story of the Far West. Crescent Drug Store.

Miss Edith Felter returned to Francis today, after paying a flying visit to Ada friends.

Drink Ada artesian water for your health. Looks good, fastes good and Store. is good and absolutely free from any disease germs. Fever was never known where this water was used. night where he goes on business for 64-3t the News. Phone your orders to 176.

O. P. Walker has just opened up a first class

BARBER SHOP

at O. G's Pool Hall, West Main for occupancy. St. All work guaranteed. We appreciate your patronage.

R. E. ADAMS, FRED FRANTZ and O. P. WALKER.

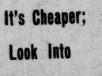
The Home Beautiful! ton, who were here on a visit to Beauty, Purity, Superiority BEST PAINT SOLD

PAINT

Nisoron Varnish

Buy your paint by years and square yardsnot gallons; we have it; investigate.

Look Into



West Main Street

Art wall papers, all new patterns, all grades at living prices. Let us show you.



LIQUID

day's work. If you miss it you feel uncomfortable and cannot put vim in to your movements. For all bowel irregularities HERBINE is the remedy It purifies, strengthens and regulates. L. T. WALTERS Phone 13 Price 50c. Sold by Ramsey Drug Co

Miss Mayme Matthews left this morning for a visit to friends at Roff.

Phone No. 4 for Printing. Re-Inforced Concrete Construction. The McDonald-Wymore Construction

T. E. Graham and wife of Capitol Hill are the proud parents of a fine

It is reported that H. M. Parkhurst, at one time manager of the Pioneer telephone exchange of Ada, recently died in Western Texas of tuberculo-

boy who arrived this morning.

Guaranteed Cellars-The McDon-Wymore Construction Co.

Revs. W. J. Shipman and A. M. Croxton returned yesterday afternoon er, Gordon Worthington. from Allen where they had just closed a successful revival meeting.

buy furniture from A. Goldwasser. 301-dtf-51wtf

Miss Nellie Van Meter was the winner of the gold watch given away last evening by the Pastime theatre home his daughters, Lida and Laura, in its popular young lady contest. It is a beautiful Elgin and one of which the young lady is justly proud.

A bilious, half-sick feeling, loss of will spend a few days. energy, and constipated bowels can berelieved with surprising promptness by using HERBINE. The first dose brings improvement, a few doses put:

W. J. Bumpers and M. C. Copeland were in from Center this afternoon. They state that the shower of Saturday night did not amount to much with them, although it was heavy and accompanied by hail in A BARGAIN-Good four room cottage the vicinity of Maxwell. They say that Cellar, plenty good water, garden corn is badly damaged by the hot loose and the body uncomfortable. winds, but that cotton is still doing growing, stable and large poultry atf yard, lot 100x140, well fenced, will

sell cheap. Terms easy. Apply W. U. EATS 10,000 GALLONS ICE CREAM. This is going some. We serve 'Purity Ice Cream" with Fruits, tle. Sold by Ramsey Drug Co. Nuts, Caramel, Maple and Marshmallow "only the Best."

JONES DRUG CO. 60-dtf

Mrs. G. W. Cox and little daughters left this morning for a visit to Stone-

If you have the itch, don't scratche It does not cure the trouble and makes the skin bleed. Apply BAL-LARD'S SNOW LINIMENT. Rub it in gently on the affected parts. It relieves itching instantly and a few applications removes the cause thus performing a permanent cure. Price 25c, 50c and \$1 per bottle. Sold by Ramsey Drug Co.

D. Mapes of Pilot Point, Texas, has been employed by the advertising committee of the Chamber of Commerce to make some panoramic views en away tomorrow night. of the city to be used in the advertising matter that will be issued in a short time. His camera makes a complete revolution and in one picture shows all four corners of a street. Tomorrow he will make a street view Beautiful deck filled with new pat- at the corner of Main and Broadway Representing Modern Brotherhood of tesns of wallpaper. Holley's Drug and the more people who are there America, Fraternal beneficiary so-49-dtf the better the picture will be.

Another Closing Out Sale.

The Ada Electric & Gas Company will within a few days use their large oil tank for other purposes, so the small quantity of thick crude oil in it must be disposed of at once. Only 64-3td + 50c per barrel. cottage on East 7th street under

Box Trade a Specialty.

delicious Ice Cream. 61-dtf

JONES DRUG CO.

Dr. Williams was a passenger to Stonewall this morning.

M. D. Timberlake made a business trip to Tupelo this morning.

W. F. Widmer left this morning on business trip to Muskogee.

M. L. Sowers made a business trip to Stonewall this morning.

Mrs. S. C. Torbett, mother of S. M. Torbett, left this morning for Wills Point, Texas.

Mrs. Jas. Couch left this morning for a visit to her parents at Tuscola,

Mrs. Jerry Dollins returned to her home at Ardmore this morning. She was accompanied home by her broth-

National bank of Commerce at Guth-A dollar or two will do when you rie spent a few hours here this morning with his friend P. A. Norris. I. N. McClure returned from Sac-

N. Holman, vice president of the

red Heart this morning bringing who have been attending school there

J. W. Sweatt and wife left for Shawnee this morning, where they

Jno. Katz returned yesterday from. a trip to several towns to the north the system in fine, vigorous condi- of Ada. He said that it is not at all tion. Price 50c. Sold by Ramsey Drug certain that he will locate at Okemah as was reported, although he has an option on a business there.

> Teething babies always have a hard time of it when this process occurs in hot weather. They not only have to contend with painful gums but the stomach is disordered, bowels The best help you can give the little sufferer is McGEE'S BABY ELIX-ER. It corrects sour stomach, cool, and quiets the bowels and helps digestion. Price 25c, and 50c per bot-

> > Come to

TONIGHT

3000 feet of high class motion pic-

The Latch Key-Comedy.

When a Woman Will-Comedy.

Fur Coat-Comedy.

Coupons on free tea set to be giv-

5 and 10 Cents

J. F. CARTER of Ardmore

ciety, now being organized in this

Wagon is now making daily & + deliveries of Lawrence Artesian + Water to all parts of the city. + No not cigars, but boxes of ICE + The price is 4 cents per gallon + CREAM. Is there not someone at + and tickets can be had at the of- + lief in all form of skin trouble. home who would be immensely pleas- + fice of the Oklahoma Portland + ed if you brought home a box of our + Cement Co. or from Winburne + + Currie on the wagon.

The



Home of Good Things to Eat

The Four Cardinal Points of The Grocery Business.

Cleaniness, Quality, Price, Service. You Are Entitled To Them. We Observe Them All.

Hubers Sanitary Grocery

COMPARATIVE STATEMENTS OF THE

First National Bank ADA, OKLAHOMA

	JUNE 7, 1910	JUNE 7, 1911
oans and Discounts overdrafts Sonds, Secured, etc. J. S. Bonds Bldg., Furniture and Fixtur other Real Estate Cash on hand and with othe	- \$141,400.99 - 2.845.50 - 14,043.82 - 17,500.00 res - 15,006.70 - 480.75	\$203,078.69 NONE 20,517.84 17,500.00 14,000.00 1,730.75 124,688.24
	\$249,935.51	\$381,515.52
Capital Surplus Undivided Profits Circulation Bills Payable Deposits	\$ 50,000.00 - 10,000.06 - 4,991.31 - 17,500.00 - 25,000.90 - 142,444,21	\$ 50,000.06 10,000.00 11,295.16 17.000.00 NONE 293,220.36
	\$249,935.51	\$381,515 52

The Above Statement is Correct. M. D. TIMBERLAKE, Cashier

Watch Us Grow

BORN, NOT MADE

ROSCOE ARNOLD

Penetrates the Soul, Delves Into the Past, and Inquires Into the

Born with a veil, educated in accounting with three and one-half years law at Topeka, Kansas, and nine years experience in philosophy and occult mysteries. I do not have to ask you a single word in order to tell what ails you most or to de- size." When we make a suit of clothscribe your conditions. If threatened ing to your measure from our high with sickness, I will point out day class fabrics it will keep its shape

I could specialize in predicting the and wear it till it is worn out. In future, rise or decline of reputable fact you dislike to part with it then stocks and bonds, if called to my when it is made by

If you are honest and really want to know the out come of some love affair that you are in earnest about, and, if the other party is true, I will Geo. A. Harrison describe color of their hair and eyes as well as disposition, and tell you whether there will ever be a match or put you on the right track. I positively guarantee to do this, else the interview does not cost you anything. Everything held sacredly con-

In replying orally to specific questions I undertake four for only \$1.00 or thirty-minute consultations can be arranged by appointment for \$2.50. NO TRIFLING.

In general I can even read your letters while they are still in transit, yet such service is not included in this advertisement inasmuch as the fee for same is in excess of anything designated herein, besides the right is reserved to reject any work or inquiry, which in my opinion, would not be relevant to or for the betterment of your "own business. However, if you are worried over life or property at stake, and you

Residence: Thirteenth and Cherry, Hours: 10 A. M. to 9 P. M. Phone 454.

are willing to pay for expert infor-

mation, consult me.

SCRATCHED FOR 49 YEARS.

Csed D. D. D. Six Months-All Itching Gone!

This is the actual experience of Anne Croman, Santa Rosa, Cal., with the wonderful D. D. D. Prescription. D. D. is the proven Eszema Cure the mild wash that gives instant re-

Cleanses the skin of all impurities -washes away blotches and pimples, + leaving the skin as smooth and healthy as that of a child. Get a 25c bottle of this wonder-

ful Eczema Cure today and keep it in the house. We know that D. D. D. will do oll

that is claimed for it.

R. F. Kenney returned from Sulphur this morning.

Missionary Prayer Service.

The text for the Sunday school lesson that will be used by the First Methodist Sunday school next Sunday will be St. Paul's Call to Macedonia, "Acts. 16:6-12," and will be studied with special reference to the call of Korea to the Christian churches to "Come over and help us' This will be the subject of the lesson at the mid-week service for Prayer and Bible Study Wednesday evening at 8:30. This will be, no doubt, a specially interesting meeting, as Miss Lillie Reed, Ada's missionary to Korea, will be present and will make a talk about this most interesting missionary field, to which she sails from San Francisco August 22. A cordial invitation to be present is extended to everybody.



SATISFIED

with the suit of clothing that is cut and fit to your own individual form than you would with the clothing that was made for "anyone in your the crisis may be expected to appear. and you feel like a gentleman in it

H. CLAUDE PITT Merchant Tailor

The Real Estate Man **Buys and Sells Farms** Loans Money on Farms SEE HIM

ICE BOXES Made to Order

Work Guaranteed From \$5 Up.

John Henderson, West of Oil Mill Na Stockton

IF A MAN DE-**CEIVES YOU** ONCE, SHAME ON HIM If He Deceives You Twice,

No Incompetent Printer Should Get a Second Order From You-And He Really Ought Not to Get the First!

Shame On

YOU

Select your printer at least as carefully as you would select your tailor-for while your tailor, or clothier, has much to do with your business success, your printer has more to do with it.

And before you "tie up" to him, make him show you his value to you. If he's the right sort of printer, he CAN.

News Pub. & Ptg. Co PHONE NO. 4

The Ada National Bank

As reported to the Comptroller of the Currency at the close of business, Wednesday, June 7, 1911

Resources	
Loans and Discounts \$134,531.75 U. S. Bonds 12,500.00 Bonds, Securities, etc. 11,810.39 Bkg. House, Fur. and Fix. 14,222.80 Other Real Estate 2,305.83 Cash and Sight Exchange 55,443.60 Total 230.814.27	Liabilities Capital Stock . \$50,000.00 Surplus & Profits . 15,050.30 Circulation . 12,500.00 Bills Payable . 25,000.00 Deposits . 128,264.01
Total 230,814.37	Total 230,814.37

The above Statement is Correct. FRANK JONES, Cashier.

Advertising under this head will be charged at following rates:

One insertion, per word.....le Addition insertion, per word 1-20

FOR SALE-If you want a piano at all, you'll never get a better bargain. Is nearly half paid for, balance of payments \$7.00 per month. Will sell for small cash payment, or notes, address B Flat, care News.

WANTED-Demonstrators and solicitors, both sexes. Salary and commission. Call Harris hotel, 5 to 7 p. m. 8 to 9 a. m. Ask for Mr. Halsey, room

FOR SALE-An almost new baby carriage. Apply to Mrs. Will Neathery, Cor. 16th and Rennie

FOR RENT-Furnished room with board, Mrs. H. B. Roach, phone 84. 65-dtf

FOR RENT-Furnished front room, two beds well ventilated, \$12.00 month Address A-31 care News.

A classified advertisement, persistently printed, will sell ANY-THING of value.

FOR RENT-Nice furnished room, modern conveniences. Phone 202.

WANTED-Nurse girl for children. Mrs. P. A. Norris, Furman place, Sunrise addition.

FOR RENT-Two furnished rooms for light housekeeping, also furnished bed room. Mrs. T. J. Worthington, West 14th street.

FOR SALE OR RENT-8 room house well. Apply W. H. Nettles. 62-6td*

Special Meeting of Retailers. Special meeting of Retailers tonight at city hall at 8 o'clock. Don't fail to come. Important meeting. A. H. Burgess, Sec'y.

YOUR HAT

May Be a Stylish One, But It Makes Trouble. A man usually buys a hat that's "in

style," but the modern hat for men has lots to answer for. Baldheads are growing more numerous every day. Hats make excellent breeding places for the parasitic germs

which sap the life from the roots of the When your hair begins to fall out and your scalp is full of Dandruff it is a sure sign that these countless germs are

busily at work. There is but one way to overcome the trouble and kill the germs-that way is to apply Newbro's Herpicide to the scalp—it will kill the germs and healthy

hair is sure to result. Sold by leading druggists. Send 10c. in stamps for sample to The Herpicide Co., Detroit, Mich.

FREE

ONE DOLLAR BOTTLES GUARANTEED RAMSEY DRUG CO.

Washington, June 20 .- "There is not a particle of doubt in my mind but that the great business monopolies of the country are making war on the Canadian reciprocity agreement," declared Senator Stone of Missouri, who is leading the fight in the senate for the passage of the reciprocity bill.

"Some of the trusts are fighting reciprocity openly, and some under cover," continued the senator. "The Paper Trust, the Lumber Trust, and some other like concerns which are directly affected by the reciprocity agreement are fighting it tooth and nail. During the hearings before the Senate Finance Committee just concluded it was shown that other large manufacturing interests and high tariff associations had been secretly interesting themselves in fighting the agreement. These interests are not fighting in the open, but covertly. That was to be expected. Through the tariff protection under which they have been so long sheltered many important industries have been monopolized through combinations and merged into a few hands.

"Domestic competition has been stifled through these combinations and monopoly has become supreme in our industrial world. In conse quence the people are milked and milked and colossal fortunes are built on extortion. The protective tariff is the bulwark behind which these monopolies are sheltered. They are always on the watch and quick to eet any movement made against the tariff wall at any point along the

"There is such a community of interest between these conopolies that my stenographer has on my desk the and compliments that he passed upon any attack made upon any one of them alarms and sets them all in motion. In this particular fight they seek to frighten the farmers into the belief that their interests are esat corner 6th and Ash. Good barn and pecially imperiled by the reciprocity agreement, and they hope in that way to make an alien of the farm-

"To see the farmers of this country in alliance with these great industrial monopolies would indeed be a spectacle for the gods to gaze upon.'

I pay high prices for second hand stoves and furniture of all kinds. Call at St. Louis Furniture House, A. B. Golwasser, Prop.

If Your Head Aches You should Take the Sure Remedy Hicks' CAPUDINE

There's a cause for every headache -Capudine reaches that cause quickly, whether it be heat, cold, gripp, or stomach troubles-and cures, even though it be sick or nervous headache.

Capudine is the surest remedy for Colds and Gripp. Feverishness, Aches and Nervousness disappear and normal conditions are restored.

Capudine is liquid—easy and pleasant o take-acts immediately. 10c, 25c and 50c at drug stores.

PRESENTS

With White Swan and Wapco Labels and Coupons. Phone or send a postcard for our Catalogue, which explains.

Waples Platter Grocer Co., Ada, Okla.

The Ada Drug Co.

D. W. HOLMAN, Pharmacist

We are in the Drug Business Exclusively and carry everything in the Drug Line. You can get what you want and we guarantee quality and quantity. Bring us your

Prescriptions and Family Recipes

East Main Street

Phone No. 12

Advertising

KEEP AT IT, SAYS CHALMERS

Business Success Depends on Consistency and Thoroughness and Eye to Future.

Hugh Chalmers of Detroit, the man who quit a \$72,000 a year job to enter the automobile manufacturing business and made good, told the Omaha Ad club at a banquet in that city the other evening of "The Principles of Business Success."

'It is easer to make goods than to sell them," said Mr. Chalmers, so the principles of business success, as far as his mind was concerned, are involved in successful salesmanship. Advertising and the personality of the salesman were the two points empha-

might properly be said that salesmanship applies only to the individual, while advertising reaches the public as well, because by advertising you can reach hundreds and thousands takes an interest in anything that and millions of people, while the sales. builds up the school and is a man. man can reach only one or two at s

"Keep everlastingly at it. If I were dead sure that we had all our 1910 THE LOVELADY output sold and clear up to 1912, I would not spend a dollar less in advertising. My being in business is not confined only to the time up to 1912. and I am a firm believer in keeping oversold. You have to deal with human nature, and it has always wanted and always will want those things which are hardest to get.

You shut off the source of supply when you stop advertising. You must send the best possible appeal to a million minds and you must keep on appealing."

As for the salesman, Mr. Chalmers said the first essential was health, and one thing in behalf of the Lovelady the others, honesty, initiative, thor- community that there was plenty for ough knowledge of his business, tact, everybody and everybody left Sun-

One thing has always helped me in my business," Mr. Chalmers said in closing. "I make it a point to keep before me the ten most important things I have to do. Every morning Hon. Leslie Maxey for his nice talk ten most important things which I the singers of Pontotoc county and must attend to."

HOW HOMER ARRIVED.

When Homer first set out to write, His modesty was such That, though his stuff was pretty good, It never caught on much. Until one day a friend remarked: 'Old man, if you are wise, You'll drop this shrinking violet style

And start to advertise. He took the tip. . . . The Argos Mail Next week came out with this:

OLYMPIC GAMES. WHAT HOMER THINKS. EXCLUSIVE CHAT. (DON'T MISS.)

He gave his views on every point That vexed the Grecian mind: His name each morning in the press You never failed to find.

So when the Odyssey appeared, It sold like anything. The Spartan serial rights brought in The ransom of a king. And Homer, fingering his cheeks, Went out and slew, it's said,

Two oxen to the God of Booms Before he went to bed. -London Globa

The Advertising Argument. Argumentative advertising produces the largest volume in the total of a year's business, provided the distribution of the article advertised has

been thoroughly made. Let the argument be as strong and conclusive as possible, using illustrations, whenever in good taste.

Selling goods by advertising is dependent on your ability to influence the judgment of the reader in your favor; and, to do this successfully, the reader must feel that he has full opportunity for the exercise of his own judgment, even though his decision has unconsciously been brought about by the persuasive and logical character of your advertisement.-Frank A. Arnold in Suburban Life.

Advertising That Pays.

It is almost invariably the case that an advertiser will come back to the newspaper after he has tried every other medium. From the smallest to the greatest, the advertisers are finding out that the newspaper which goes into the home day after day and becomes in reality a member of the household, is the only medium which reaches and catches the attention of

Surfeited.

"Can't I persuade you to subscribe for a copy of our latest book on north polar exploration?"

"No, sir; you couldn't persuade me to take it as a gift. I spent four years carrying mails in North Dakota, two years driving a cab in Minneapolis, and I've just escaped from Duluth. Got a book on hunting in central At-

NORMAL ENROLLMENT STILL IN-CREASES-OTHER ITEMS OF INTEREST.

They still enroll. Twenty-five have enrolled today. Although this is the beginning of the second week school many have enrolled, and will continue to do so for a week or two yet. The people of Oklahoma, and especially the teachers, have been said to know a good thing when they see it, and this proves it. The enrollment at present is 280. Murray and Coal counties have the most representatives up to date. This is very gratifying, indeed, as most of the teachers of these counties went to Durant last year, but they see their error and have turned the right way now.

Prof. J. Frank Lilly has been elected to the department of biology in East Central. This proves what some of us have been suspecting all year, that Mr. Lilly has good common sense. Mr. Lilly had a position of-"Advertising and publicity are the fered him both at Alva and at Edtwo greatest builders of confidence mond, but he said that Ada is good known to the business man," he said. enough for him. Mr. Lilly has been in "A salesman can talk to only one or East Central only one year, but in two people at the same time, so it that time he has proven himself to be indispensible to the school. Mr Lilly knows his department thoroughly, is popular with the students, REPORTER.

SINGING CONVENTION

The teachers and singers convention met with Lovelady singing class last Saturday and Sunday and was a great success. It was estimated that about 600 people attended the gathering. It was better than ever before. At noon dinner was spread upon the ground for every body and I can say industry, sincerity, a mind receptive day evening realizing that they had a real nice time. We also wish to thank the leaders and teachers from other places for their assistance in the convention and also wish to thank cordially invite him to be with us again and again. Bro. J. W. Davis for his good appetite for he was seen at noon with the running gear of a two-year old. Come again, Bro. Davis, we will kill another yearling next time and you have a cordial invitation to attend. Ha, ha.

A MUSIC LOVER.

MISSIONARY MEETING SHOWER FOR MISS REED

Monday afternoon at the Methodist church the Missionary society held its regular monthly literary meeting. Mrs. Hardin was leader and the ladies whom she had asked to take part in the program, responded with splendid papers on our Industrial Work. The program was interspersed with music, vocal and instrumental. The society esteemed it a privilege to have with them Miss Lillie Reed, Ada's missionary to Korea. Her hearers were intensely interested in the talk she made about her work. Many of Miss Reed's friends thought to express their appreciation of her consecrated life to the Foreign Field by presenting her with useful articles for her wardrobe! While the ladies were being refreshed, little Mary D. Emory came down the aisle with little wagon laden with the tokens of love, which were presented to Miss Reed by our president, Mrs. Powers. Miss Reed expressed her heartfelt thanks and said that the love and sympathy of her friends here would lighten the burdens in the far away fields of labor.

In Honor of New Pastor.

Last evening about 100 members of the Presbyterian church and friends gathered at the home of Judge and Mrs. C. T. Barney to attend a reception given to Rev. Jas. Rayburn, the new pastor of the Presbyterian church, and his family. After a pleasant social hour delicious refreshments were served, and Mr. Barney, Sr., favored the guests with some excellent music.

Numbering the Houses of Ada-Mel Davis is busy taking orders for numbers for the houses of Ada. As soon as these are placed the town will be about ready for free delivery.

Operated on for Appendicitis. W. N. Hughes, deputy county clerk, was stricken with appendicitis yesterday, and at five o'clock this after-

noon he will be operated on.

FOR SCROFULA

Scrofula belongs to the type of diseases known as blood poison, and is a trouble usually manifested in childhood. It is often an inherited condition springing from some specific disease of ancestors. The ordinary symptoms of Scrofula are swollen glands about the neck, sores and ulcers on the body, scalp diseases, skin affections, weak eyes, poor physical development, etc.

The disease being deeply rooted in the blood, often attacks the bones if the poison is not removed from the circulation, and this should be seriously considered in the case of any child who shows symptoms of having scrofulous blood. Some persons who inherit Scrofula reach maturity before the trouble develops, but being bred in the circulation,

Two years ago my infant, 4 months old, developed a scrofulous condition. The enlarged glands of the neck suppurated and discharged pus. The child was treated by a doctor, but did not improve. I put it on S.S. S. as directed by your physician, and it took but a short time for S.S.S. to make a perfect cure. Goldsboro, N. C. GILES HINSON.

I inherited scrofula from my ances I inherited scrofula from my ancestry, and was under treatment of physicians for quite a period at different times, but their treatment did not do me anything like the good S. S. S. did last winter when I took it. It builds up the general health in every way, and in addition to being an excellent blood purifier, it adds to its success as a remedy for scrofula.

MRS. LOUISE COHEN.

122 Brownell St., Cleveland, Ohio.

the disease is bound to show itself in some form. Frequently a debilitating spell of sickness which depletes and weakens the system offers a favorable opportunity for the disease to manifest itself. A thorough cleansing of the blood is the only method of treatment that can be of any value; the scrofulous poison must be removed from the circulation.

S. S. S. has cured thousands of cases of Scrofula. It is the greatest of all blood purifiers, and by going down into the circulation and ridding it of the scrofulous germs, and enriching the blood by the addition of healthful corpuscles, S. S. S. cures the disease per-

manently. S. S. S. is a purely vegetable remedy, and is perfectly safe for children. If you or your child have any symptoms of Scrofula, begin the use of S. S. at once, and get the destructive disease forever removed from the system. Book on the blood, and any medical advice free. S. S. S. is for sale at drug stores. THE SWIFT SPECIFIC CO., ATLANTA, GA.

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Weaver Agency

Oklahoma Central RAILWAY

ASA E. RAMSAY, Receiver

Time Table in Effect Dec. 8th, 1910

WESTWARD				WARE		
PM	A M 7 00	Lv	LEHIGH Booneville	Ar	P M 5 00	PM
	.7 35 8 05		Nixon Tupelo		4 30 4 05	
	8 40 9 00		Stonewall		3 40	
	9 20	Marie .	Frisco; Truax		3 27 3 14	
3 30	10 05 10 40	Ar Lv	ADA	Lv	2 55	9 55
3 50	11 15	75	Center	Ar	2 10 1 40	2 55
4 02	11 35 12 10	Ar	Vanoss		1 25	2 34 2 20
4 20	12 40	Lv	STRATFORD	Lv Ar		2 00
4 40 5 07	1 40 2 05		Byars		12 25 12 00	1 40
5 23	2 18		Rosedale Vincennes		11 15 10 50	1 12
5 40 5 50	2 40 3 00	Ar Lv	PURCELL		10 30	12 55 12 35
5 53	3 15	LY	Gibbons Spur	Ar	9 55 9 30	12 35
6 03 6 34	3 35 4 25		Washington		9 17	12 14 12 00
6 52	4 55		Blanchard Middleberg		8 45 8 10	11 35
7 10 7 22	5 25 5 45		Tabler	9	8 10 7 40	11 20 11 05
7 30	6 00	Ar	Cornville CHICKASHA	1	7 15	10 55
P M	PM			Lv	7 00 A M	10 45 A M

B. M. HAILE, Traffic Manager,

PURCELL, OKLAHOMA